



Fundraising Coordinator Handbook

Fundraising Ideas for BP MS 150 Teams



By the BP MS 150 Club 300 & Superstar Committee



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AUCTIONS (LIVE, SILENT AND ONLINE)

How Does it Work?

Auctions can be an excellent way to create a fun event that raises money with minimal advance investment. However, not all auctions are created equal:

- **Live auction:** An auctioneer (volunteer required) is at the helm, and people call out or otherwise indicate their bids. The highest bidder wins.
- **Silent auction:** Participants write bids on sheets of paper placed next to displays of the items up for auction. There is little time pressure; people can go back to see whether they've been outbid, then write in higher bids. At an appointed time, bidding closes, and later, bidders are announced or people check for their names on the bid sheets. (One variation is to make the bidding secret, with bidders slipping sheets of paper into a box. The theory is that someone who really wants the item will bid extra high, to outpace the competition.)
- **Online auction:** All items are displayed, with photographs, on an auction site such as PayPal Giving Fund, Charity Auctions Today, or BiddingForGood. Bidders register, enter credit card information (which means guaranteed payment for you from the winning bidders), and place bids within a set period of time, ideally one to three weeks.

Donated items can range widely from premium parking space, extra time off, through to donated gift cards, a stay at someone's vacation home, etc.

Tips for Success

The auction will only be as successful as the items being auctioned. We recommend spending sufficient time and effort sourcing attractive prizes. Don't forget to thank and promote those who donated.

Presentation also matters, with a compelling description and quality pictures.

The more items are auctioned, the more money will be raised.

The duration of the online auction should be long enough to allow enough people to bid, but not so long that sense of urgency or interest decrease – we recommend one to three weeks.

The live and silent auction can be organized at the occasion of a company gathering/meeting, or coupled with another event such as a restaurant fundraiser.

Advertise it, post flyers, intranet, social, and emails.

See if your company will match all employee donation from the event (with HR Department)

Make sure that the cause is well-known, and share ample information about the National MS Society and BP MS 150 (this could be in print form or email).



BAKE SALE

How Does it Work?

Organize a bake sale and ask for co-workers and friends to sign-up in advance and donate baked goods. Include low-fat or healthier options that appeal to everyone. Price items and/or ask for donations. All proceeds will go to the National MS Society.

Tips for Success

Advertise it, post flyers in gathering areas, intranet, social media, and emails before and the day of the Bake Sale.

Mondays through Fridays and before, during and after lunch should be ideal for selling baked goods. Set-up a table in the lobby, restaurant, or kitchen area of your office and consider selling several days in a row.

See if your company will match all employee donations from the event (with HR Department).

Make sure that the cause is well-known, and share ample information about the National MS Society and the BP MS 150 (this could be in print form or email).



BINGO

How Does it Work?

A bingo night is perfect for any organization looking to hold a social event that will also raise funds. As with all the best fundraising ideas, other money making elements can be added around the basic idea (auction, bake sale, ice-cream social, restaurant fundraiser, raffle, etc.)

This can be just a game, or a game with a meal, depending on the culinary abilities of your group and the facilities at your venue. It is good to include some form of refreshment however to make a real night of it. Often tickets for the Bingo Night can be sold to include some kind of meal.

Bingo cards can be easily purchased online or from charity supply companies.

It is customary to have prizes; most charity bingo events are however played for the fun of it and your prizes should reflect this. Prizes are donated and could be extended lunch hour, company merchandise, etc. Funny prizes can add to the success of the evening.

You can charge for the evening in various ways. Some companies prefer an all in price for the evening which will include a card for every game and refreshments. Others prefer to charge per game. Always offer the option of purchasing extra cards as a way of boosting the night's takings. Also, we recommend that you have donation jars on each table to allow people to drop in some extra dollars here or there for your cause.

Tips for Success

Choosing the right Bingo Caller is very important and can make or break your evening. This is not a job for shrinking violets! You need someone reasonably authoritative but who can also make the night good-natured and fun.

Advertise it, post flyers, intranet, social, and emails.

Fridays tend to work best, this can be at the end of a workday.

If you have attractive prizes, make sure to advertise them, as this will increase participation. Don't forget to thank and promote those who donated.

See if your company will match all employee donation from the event (with HR Department)

Make sure that the cause is well-known, and share ample information about the National MS Society and the BP MS 150 (this could be in print form or email).



CARNIVAL GAMES

Examples:

Dunking Booth

Pie-in-the-face

Dart Throwing

Photo Booth

Cake-walk

How Does it Work?

The team organizes an afternoon of Carnival Games on a Friday or weekend for employees and their families to attend. Ticket sales and donations will go directly to the National MS Society. Local vendors donate or contribute discounted Carnival games or services for a good cause and local advertising. Employees can purchase tickets in advance or the day of the event.

Tips for Success

Advertise it, post flyers, intranet, social, and emails.

Fridays or weekends tend to work best. Reserve an outdoor area, a gymnasium or a location near your office. Plan the event when weather should be comfortable and not too cold or warm.

Include games for adults and children of all ages.

Games and events can include: dunking booths, photo booths, bounce houses, Pie-in-the-face, Dart Throwing, Cake walk, etc.

See if your company will match donations from the event (with HR Department)

Make sure that the cause is well-known, and share ample information about the National MS Society and BP MS 150 (this could be in print form or email).



CAR WASH

How Does it Work?

A Car Wash can be a quick and fun fundraiser for your team. Supplies should be purchased in advance and volunteers are needed to put on the car wash. The more volunteers you have, the more cars can be washed, which should attract customers as well. Determine if you would like to request a set amount or a donation for each car wash. Selling tickets in advance is also an option to boost profits. All donations go to the National MS Society.

Tips for Success

Advertise it, post flyers, intranet, social, and emails. Use signs and energetic volunteers to advertise during the event.

Saturday afternoons or weekends tend to work best. Reserve an outdoor area or a parking lot near a busy road or restaurant.

Each team member can donate specific supplies or money for supplies to decrease overhead costs. Supplies include liquid soap, buckets, brushes, sponges, towels, spray nozzles, signs, and secure and dry storage for donations.

Offer extra services like window washing, vacuuming and tire cleaning for set prices.

See if your company will match all employee donations from the event (with HR Department).

Make sure that the cause is well-known, and share ample information about the National MS Society and BP MS 150 (this could be in print form or email).



CRAWFISH BOIL/ CHILI COOK-OFF

How Does it Work?

The team organizes a Crawfish Boil, Chili Cook-off or Barbecue and all profits will be donated to the National MS Society. Ask local restaurants or caterers for donations or discounts in exchange for advertising. Allow employees to purchase tickets and/or donate, while eating and socializing over lunch or dinner for a good cause.

Tips for Success

Advertise it, post flyers, intranet, social, and emails.

Estimate about one pound of crawfish per person. Weekends tend to work best, afternoon or evening is the ideal time. Crawfish season peaks in March and April and lasts through June. March or April, right before the ride is the perfect time to host this event. Reserve an outdoor area or a nearby location for the event.

See if your company will donate raffle items or host the event in conjunction with a silent or live auction.

Make sure that the cause is well-known, and share ample information about the National MS Society and BP MS 150 (this could be in print form or email).



GAME SHOW FUNDRAISER

How Does it Work?

Doing a game show fundraiser is an easy and fun way to raise funds. Choose a classic game show like Family Feud or The Price Is Right and use it as the centerpiece for a fun fundraising event.

The game can be found on DVD (online or in stores), either purchased or donated.

Employees sign up to play, for a donation. There could be a premium, or minimum to fundraise, to earn the right to be in the CEO/senior executive's team. You could also consider having your CEO/senior executive as the host.

There is a bracket-type set-up where teams compete up to game finals, for a prize (or prizes). Prizes are donated and could be extended lunch hour, company merchandise, etc. Funny prizes can add to the success of the event.

Tips for Success

Advertise it, post flyers, intranet, social, and emails.

Fridays tend to work best, this can be at the end of a workday.

If you have attractive prizes, make sure to advertise them, as this will increase participation. Don't forget to thank and promote those who donated.

See if your company will match all employee donations from the event (with HR Department)

Make sure that the cause is well-known, and share ample information about the National MS Society and BP MS 150 (this could be in print form or email).



GARAGE SALE

How Does it Work?

The team organizes a Garage Sale with all proceeds going to the National MS Society. Selling drinks, snacks, and/or combining with a bake sale is a great way to raise more money and satisfy customers while they shop!

Tips for Success

Make sure to have details like the sale date and time (beginning and end), address, type of sale (fundraiser, group sale, etc.), provide directions (major intersection or landmark), offer a preview of items and name brands and label items with prices.

Items should be organized by categories, including clothing, accessories, furniture, electronics, holiday decorations, home decorations, jewelry, toys, games, sports and exercise equipment, appliances and cookware. Instead of pricing each item, price each category at the same amount (shirts \$1, pants \$2).

Consider your location and plan for plenty of parking and shade from a building or large tent. Contact local community centers, churches, schools, or halls if you're looking for a better location.

Advertise prior to and the week of the Garage Sale. Post flyers, intranet, social media, and emails. Also, post on neighborhood forums, at community centers, and with your city permitting department.

Fridays or Saturdays between 7 AM and 2 PM tend to work best.

Don't forget to bring plenty of cash, change and bags for customers as they check out.

Make sure that the cause is well-known, and share ample information about the National MS Society and BP MS 150 (this could be in print form or email).



GOLF TOURNAMENT

How Does it Work?

Your company/team can host a golf tournament at a local course. Tickets can be purchased as individuals or as teams (which can raise even more money). The most effective way to structure the event is a four-man scramble with a shotgun start organized by handicap systems. A full tournament consists of 144 participants with an A and B group on each of the 18 holes beginning at the same time. This format keeps the tournament running smoothly and on-time. Each team keeps track of their score.

Planning a lunch after the tournament with raffle items and a silent and/or live auction can raise significantly more money. Scores can be calculated for awards during lunch. It is customary to have awards for 1st, 2nd and 3rd places. Prizes can also be donated and range from gift certificates, to golf merchandise, and even a hole-in-one prize.

Tips for Success

Advertise it, post flyers, intranet, social media, and emails. Advertise awards, challenges, and prizes to increase participation.

Mondays or Fridays tend to work best; this should begin in the morning or early afternoon. The tournament should last about 4-5 hours. Courses sometimes offer discounts for Monday tournaments. Organize participants by handicapping systems. Specialty challenge holes can be planned with the course manager which may include Closest to the Hole, Longest Drive, a Putting Contest, or Hole in One. Sell sponsorships for each hole at a set amount of \$100 or more. Place a sign on each of the 18 holes thanking the sponsor. Have a female and male winner for each challenge.

Make sure that the cause is well-known, and share ample information about the National MS Society and BP MS 150 (this could be in print form or email).

Don't forget to thank and promote those who donated and sponsored challenges and/or teams. Sponsors can be advertised on a banner or marker at each hole.

An alternative to the golf tournament, that does not require as much preparation, is an event at Topgolf. This can happen rain or shine, at any time of the day or night, and with much less preparation. Topgolf will provide sponsorship, custom fundraising fliers, and competitions to increase profit. More information available here <http://topgolf.com/us/houston-west/plan-an-event/fundraising/>



HOST A DIRECT SALES PARTY

How Does it Work?

The team organizes a party, with a percentage of sales donated back to the National MS Society. For example, the team will host a party with Thirty One and the Independent Consultant will donate a percentage of the proceeds to benefit the cause. The parties can be catalog parties, in-home/office parties, in store or Facebook parties.

Tips for Success

Advertise it, post flyers, intranet, social media, and emails and if hosting in-person or Facebook party, actively participate.

Catalog parties can be held anytime and anywhere and can be shared via email to a large audience. Facebook parties tend to work best on weekday evenings after families have had dinner and finished with afterschool activities. In-store parties can be in the evening after work, or on a weekend. In-home parties can be held when it's convenient for the host and their guests and are a good way to get a group together for some fun and a good cause. These can also be held at the office.

Contact the consultants through their websites, by phone or email to plan the party in advance. Reserve a date, time and decide what type of party works for you. Large conference rooms are a great option for traveling vendors and employees can shop during their lunch hour.

Consider asking multiple vendors to participate in a market, host an online party, or invite friends and family to a home for the event.

Make sure that the cause is well-known, and share ample information about the National MS Society and BP MS 150 (this could be in print form or email).

Participating Vendors

Thirty One Gifts—contact Kelly Rosser, Independent Consultant, at kellystotes@yahoo.com or at 832-746-4731 or through her website at www.mythirtyone.com/kellyrosser. Thirty One offers products for everyone's lifestyle, from stylish and functional purses and totes to home organization solutions and much more, most of which can be personalized.

Grace & Heart—contact Marnie Duerr, Independent Consultant, at mad4graceandheart@yahoo.com, at 832-453-1428 or through her website at <http://www.mygraceandheart.com/marnied>. Grace & Heart offers precious yet powerful jewelry as authentically beautiful and artfully individual as the women who wear it.



Pink Zebra—contact Marnie Duerr, Independent Consultant, at mad4sprinkles@yahoo.com or at 832-453-1428 or through her website at www.pinkzebrahome/marnied. Pink Zebra is a direct sales company offering high-quality home fragrance products that are made in America.

Kendra Scott (jewelry/home decor) will host store events where 20% of the proceeds benefit the cause. More information about Kendra Gives Back opportunities available, please contact events@kendrascott.com.

Jordan Loves James Jewelry (contact Jordan Hatfield, www.JordanLovesJamesJewelry.com)

Additional vendors include (but not limited to) The Pampered Chef, Rodan and Fields, Arbonne, Avon, Mary Kay, Stella and Dot, Origami Owl, Scentsy, etc.

Don't forget to ask your favorite store, they might be interested in participating!



ICE CREAM SOCIAL

How Does it Work?

Ice cream socials are great in summer, especially in Houston. In a corporate context, in addition to being delicious, they also provide an opportunity for a social / team building.

The Ice Cream Social takes place in the office, an afternoon, and people can get a frozen treat for a small donation. This can also be turned into a competition (ice cream decorating contest, either individual or teams, for instance) for added fun!

Additionally, if you are able to connect your fundraiser with another event that is expected to draw a big crowd, that could save you the hassle of marketing the event on your own. Attaching ice cream to another event will elevate the day to a whole new level of fun, so most event coordinators are not going to object to your participation!

Ideally, the ice cream, toppings, napkins, bowls, etc. will be donated, by individuals, corporations or stores.

This event requires a little advance planning, as well as the help of volunteers. Be sure to secure all of the above well ahead of time.

For donations, we recommend a minimum of \$5 with no maximum – but this is entirely up to you. Also, we recommend that you have some cute eye-catching donation jars on each table to allow people to drop in some extra dollars here or there for your cause.

Tips for Success

Don't care for ice cream? Have cupcakes instead, or coffee and muffins in the morning! There are many variations of this idea to fit different schedules/taste buds etc.

Advertise it, post flyers, intranet, create a Facebook page, and emails.

Fridays tend to work best, this can be at the end of a workday.

You can couple this with an auction, a game, or other fundraiser.

See if your company will match all employee donations from the event (with HR Department)

Make sure that the cause is well-known, and share ample information about the National MS Society and BP MS 150 (this could be in print form or email).



JEANS DAY

How Does it Work?

The team organizes a Company-wide Jeans Day for everyone with a donation of \$5-10 per person. Another option is to allow jeans every Friday of the month for a donation of \$20-\$25 per person. 100% of donations will go to the National MS Society.

Tips for Success

Advertise it, intranet, post flyers in gathering areas and send a reminder e-mail the week of and the day before.

Specify a person or department to collect and record donations and make sure to include this information in advertisements and reminders for employees. Don't forget to bring change for larger bills.

Fridays tend to work best for a more casual atmosphere. Consider **an Ugly Christmas Sweater Contest, a Costume Contest, or Wear Your Favorite Jersey to Work Day** as other options. See if your company is willing to match all employee donations from the event (with HR Department).

Make sure that the cause is well-known, and share ample information about the National MS Society and BP MS 150 (this could be in print form or email).



PARKING SPACE RAFFLE

How Does it Work?

Everyone loves to be in the best parking spot!

Employees enter a raffle to win premium parking locations at work.

Parking spaces are donated by management or the landlord, for a specific duration. The time is split for more prizes (could be a week or a month).

Set a date for the raffle, and find volunteers to sell tickets (\$5 - \$20+).

Tips for Success

Advertise it, post flyers, intranet, social, and emails.

The more parking spaces you have to offer, the greater the participation. If you have one spot for a year, for instance, you can break it in 12 (one month for each winner), or even 52!

See if your company will match all employee donations from the event (with HR Department)

Make sure that the cause is well-known, and share ample information about the National MS Society and BP MS 150 (this could be in print form or email).



RESTAURANT FUNDRAISER

How Does it Work?

Dine-in or order out from participating restaurants and a percentage of sales will go to the National MS Society. Remind guests to notify servers or team members to receive credit. Some restaurants require guests to present a physical flyer to the server or take-out team member with their purchase for the cause to receive credit. Gringo's Mexican Kitchen is an example of a participating restaurant that requires events and flyers to be approved in advance through their website or by calling their corporate office. Flyers are not to be distributed inside the restaurant, in the parking lot and/or near the vicinity of the restaurant on the day of the event. Remind friends, family and co-workers weeks and days before the event takes place.

Tips for Success

Call, visit or research your favorite restaurants online to find out if they are willing to participate in a Fundraiser for the National MS Society. Most participating restaurants have designated dates, to be reserved throughout the year on a first come, first serve basis.

Promote your event! Put a flyer in your company's newsletter, post on local social media pages, hang posters at local businesses and organizations.

Announce your Restaurant Fundraising Day on social media, and add a link to download the PDF flyer.

Attach the flyer to an email going out to family, friends, coworkers, etc.

Call your local newspaper – they're always looking for information on charitable events in the community.

Pass out flyers during the large gatherings, group meetings and area sporting events.

Participating Restaurants*

Abdallah's (Houston restaurant & bakery)

Arby's

Bucca di Beppo

Buffalo Wild Wings

California Pizza Kitchen

Chick-fil-A

Chili's

Chipotle

Cold Stone Creamery

Gringo's

Katz's Deli

Menchie's

Piada(Contact:jblossom@thepiadagroup.com)

Panda Express

Pappa's Catering

Pei Wei

Potbelly Sandwich Shop

Sweet Tomatoes

*Don't forget to ask your favorite restaurant, they might be willing to give back or host your party!



STATIONARY BIKE FOR CASH

How Does it Work?

Organize a Stationary Bike for Cash Competition in a high traffic area of your office, at your local gym, or during another sporting or fundraising event. Stationary bike riders or spinning volunteers will wear team jersey and employees will donate for participants to ride for a specific amount of time (11-12 PM). All donations will go to the National MS Society. Combine with other events like a Bake Sale or Jeans Day to make it even more fun!

Tips for Success

A spin class offers the combined benefits of raising money, and training for the BP MS 150! Your local gym might be willing to host the event; Soul Cycle is also willing to partner with select not-for-profit entities <https://www.soul-cycle.com/community/inspiration/charity-at-soul/571/>

Advertise it, post flyers, intranet, social, and emails.

Any day of the business week will work best. The ideal location is the main employee entrance during peak times when employees are arriving, going to lunch or leaving work at the end of the day. Reserve the lobby area and make sure you have proper approval from management to set-up bikes or treadmills.

Rotate riders and advertise the schedule. Make it competitive and recruit management to participate. This is a great way to build morale and positively influence your company culture.

See if your company will match all employee donations from the event (with HR Department)

Make sure that the cause is well-known, and share ample information about the National MS Society and BP MS 150 (this could be in print form or email).



TRIVIA NIGHT

How Does it Work?

Everyone likes a little friendly competition, and if that desire to win can be translated into donations, then everyone's a winner!

Your company/team can host a trivia night at a local pub, bar, or restaurant. Ask for donations throughout the night, and see if the bar will donate a portion of the proceeds. You can also charge a small fee to participate in the fun.

Additionally, a trivia night can be the perfect setting to inform others about the National MS Society. You can have a category of questions that relate to the cause.

It is customary to have prizes; most trivia night events are however played for the fun of it and your prizes should reflect this. Prizes are donated and could be extended lunch hour, company merchandise, etc. Funny prizes can add to the success of the evening.

Tips for Success

Advertise it, post flyers, intranet, social, and emails.

Fridays tend to work best, this can be at the end of a workday.

If you have attractive prizes, make sure to advertise them, as this will increase participation. Don't forget to thank and promote those who donated.

See if your company will match all employee donations from the event (with HR Department)

Make sure that the cause is well-known, and share ample information about the National MS Society and BP MS 150 (this could be in print form or email).



WINE TASTING

How Does it Work?

The team organizes a wine tasting, with ticket sales and donations going back to the National MS Society. Wineries or merchants will sponsor the event and offer a sample of their finest wines, as well as their own experts to lead the tasting and answer questions. Additional sponsors can contribute, such as restaurants or other vendors. Consider tie-ins with merchants who offer related products like wine glasses, gourmet food items, or travel trips to wine country. Tickets are a set amount (\$25 or more) per person.

Tips for Success

Advertise it, post flyers, intranet, social media, evites, and emails.

Weekends tend to work best. This can be hosted at a home or you can contact local restaurants to plan a food and wine tasting event.

Allow for those attending to purchase wine at the event, with a percentage of proceeds going toward the National MS Society. Make sure that the cause is well-known, and share ample information about the National MS Society and BP MS 150 (this could be in print form or email).

A beer tasting is another option.

Please promote drinking responsibly and using a car/taxi service for the drive home.



For enquiries, please contact Mindy Leblanc or Julie Shockey at the National MS Society:

Mindy Leblanc: mindy.leblanc@nmss.org

Julie Shockey: Julie.Shockey@nmss.org

Happy Fundraising!

